

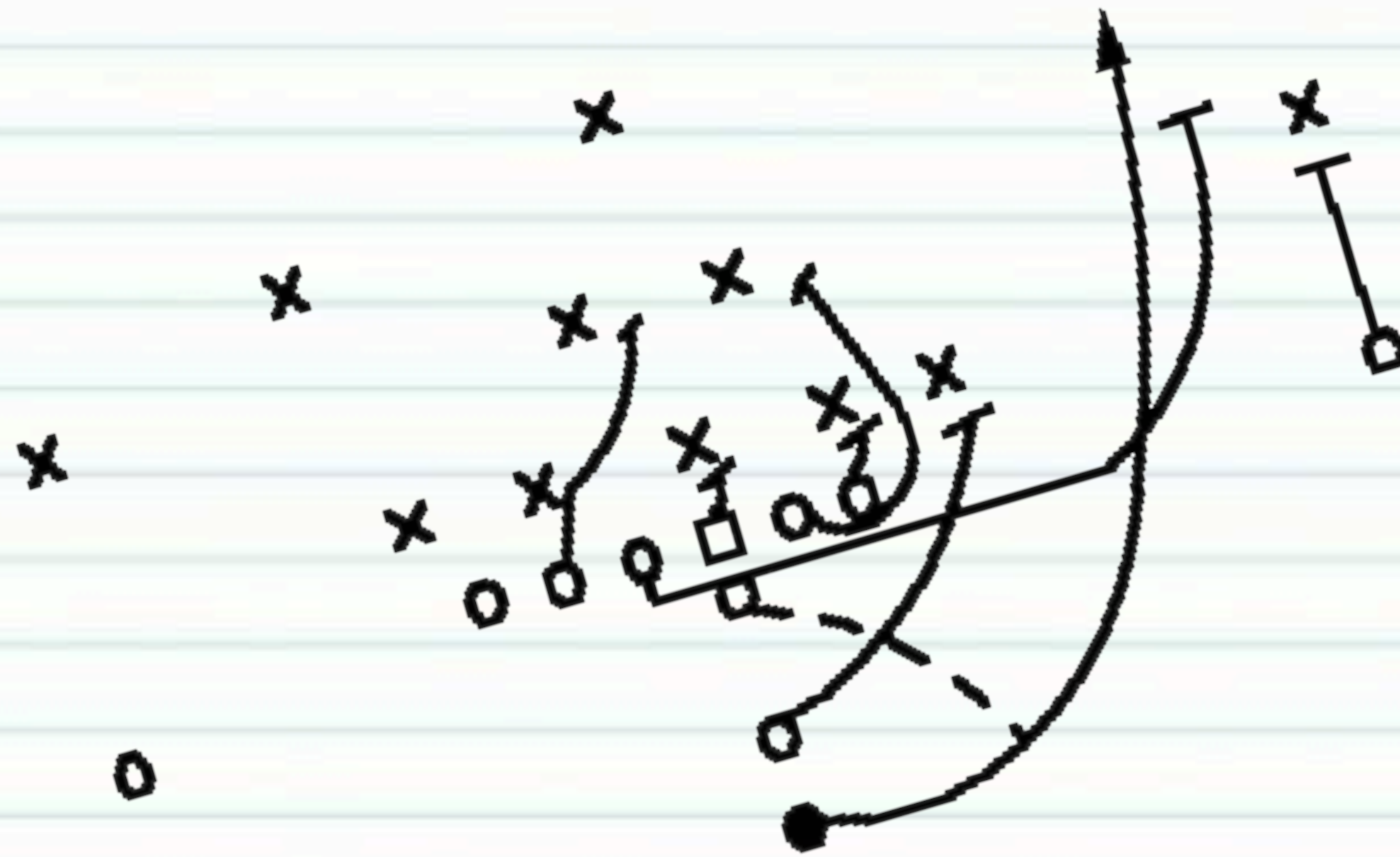
Our Playbook

on Averting the Fiscal Cliff



Messaging Tools

on Averting the Fiscal Cliff



Media Advisories



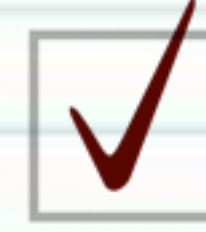
Roundtable Events



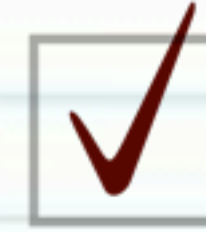
Press Releases



Social Media



Op-Eds



Tele-Townhalls

Situation Analysis



- ✓ President has public meetings, rallies to pressure GOP to raise taxes on hard working families and small businesses.
- ✓ Democrats in Congress continue to advocate for higher taxes and more spending.
- ✓ Democrat proposals would hurt small businesses and cost jobs.
- ✓ Republicans are seeking a balanced bipartisan approach including spending cuts, revenue through tax reform, and lower rates.

Recent Polling



- ✓ Public support for raising the top tax rate plummets when it means raising tax rates on small businesses
- ✓ Opposition to raising tax rates on small businesses is significant

**Which is the better way
to raise tax revenue?**



**Reforming the tax code to lower
tax rates, and close loopholes**

61 percent



**Raising tax rates on those
make over \$250,000 per
year**

28 percent



Don't Know/Refused

10 percent

Our Playbook: In District



- ✓ **House Republicans should take our message to small businesses across America**
- ✓ **Contrast our balanced approach with Democrats**
 - ✓ Hold roundtables events with small businesses
 - ✓ Visit local small businesses
 - ✓ Write op-eds
 - ✓ Talk to local media

Who's pushing us
towards the cliff?



- ✓ **The President should talk to those Congressional Democrats who are delaying**
 - ✓ They want to raise tax rates on small businesses rather than make needed spending cuts
- ✓ **Republicans are united to avoid the fiscal cliff and are willing to consider revenue paired with:**
 - ✓ Tax reform and lower rates
 - ✓ Meaningful spending cuts

2013 House Republican Member Retreat

- ☒ Wednesday, January 16 through Friday, January 18
- ☒ Location: To Be Announced
- ☒ Hosted by the Congressional Institute